



August 10, 2018

RE: MB 18-184

To whom it may concern,

My name is Tony Cox. I am the Chief Manager of Horne Radio, LLC, the parent company of WFIV 105.3 FM - Loudon, Tennessee.

I am in full support of the MMTC and SSR Communications FM Class C4/73.215 proposal to allow eligible Zone II Class A stations to upgrade in power from 6,000 Watts to 12,000 Watts.

WFIV-FM regularly provides support for its local schools and non-profit groups — from band fundraisers, to theatre department productions, to supporting school supply programs. Increasing power would allow extend the reach of such support efforts and hopefully improve the overall awareness of the schools' efforts.

Additionally, we are very involved in our community. The station regularly promotes the efforts of our towns with in-studio interviews and recorded community calendar commercials. Like all radio stations, our desire is to see our communities thrive. We want to be an empowering part of that communication effort.

Allowing stations like ours to increase power will provide meaningful reach and enhance our efforts to provide a true service to our communities.

Please implement the proposal quickly.

Respectfully,



Tony Cox
Horne Radio, LLC